RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 20, 1998

#3529

Cancelled - Direct Acct does not want any Salem promos EVER!

RJR Account #160600
Mr. B. Donahue
DONAHUE TOBACCO CO.

SALEM TEAR TAPE PROMOTION #800438: APRIL - JUNE

Dear Bill:

SALEM .30¢ Tear Tape product has been ordered, as well as 7 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future *Salem .30¢ Tear Tape* promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per Sku:	**40 units**
Billing per Sku:	**4 Full Price Cartons**

SUFFICIENT PRODUCT HAS BEEN PROVIDED TO SHIP THIS PROMOTION OVER A 3-MONTH DISTRIBUTION PERIOD TO YOUR RETAILERS ON THE ATTACHED CUSTOMER LIST. NO ADDITIONAL PRODUCT WILL BE SHIPPED FOR THIS PROMOTION. SHIP NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON THE ATTACHED CUSTOMER LISTS ON THE DESIGNATED SHIP DATES.

RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00 (2 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION 'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162302
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL2QAP.DOC

51845 7694

Source: https://www.industrydocuments.ucsf.edu/docs/lrmy0000

DONAHUE TOBACCO CO.

APRIL / MAY / JUNE DELIVERY DATES
SALEM TEAR TAPE

PO #040698

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	1
12300-24195	*Full Flavor 100*	1
12300-24196	*Light*	1
12300-24197	*Light 100*	1

Product / Premium Arrival: **April 6, 1998**

Ship Date to Retail: **Week of: April 13, 1998**

EFT $ Amount: **$1,188.86**

RETAIL DISTRIBUTION DATES
(REFER TO ATTACHED CUSTOMER LISTS)

APRIL DISTRIBUTION	**4/13/98 (PRODUCT AND DISPLAY)**
MAY DISTRIBUTION	**5/4/98 (PRODUCT ONLY)**
JUNE DISTRIBUTION	**6/8/98 (PRODUCT ONLY)**

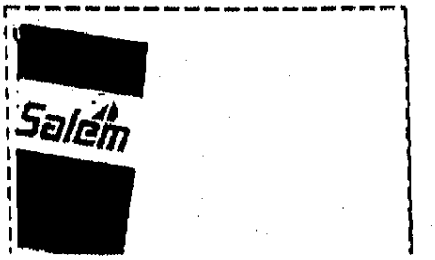
PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

51845 7695

Source: https://www.industrydocuments.ucsf.edu/docs/lrmy0000

RJR TOBACCO



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51845 7696

Source: https://www.industrydocuments.ucsf.edu/docs/lrmy0000

WHOLESALER : 160600 DONOHUE CANDY & TOB., INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162302	162320	177035	HARTFORD IGA	ROUTE 40	HARTFORD	NY	12838			2	1	3		
162304	162321	392637	GETTY MART	1324 SARATOGA RD	BALLSTON SP	NY	12020	2	1	2	1	6		
162304	162321	699172	ZZ PETROLEUM, INC.	2429 STATE ROUTE	BALLSTON SP	NY	12020	3	2	3		8		
162305	162322	579471	N&H GROCERY	218 LARK ST	ALBANY	NY	12210				1	1		
162306		634314	HAMADA MART INC.	95 CONGRESS STREE	TROY	NY	12180			1		1		
162306	162325	634335	STAR MARKET	2300 15TH STREET	TROY	NY	12180	1				1		
162306	162326	686763	GM PETROLEUM	RT 9 & 20	EAST GREENB	NY	12061	1	1	1		3		
			PAGE BREAK TOTAL ACCOUNTS	7	TOTAL QUANTITY			7	4	9	3	23		
			TEMPLATE TOTAL ACCOUNTS	7	TOTAL QUANTITY			7	4	9	3	23		

APRIL DISTRIBUTION
4/13/98

51845 7697

Source: https://www.industrydocuments.ucsf.edu/docs/lrmy0000

WHOLESALER : 160600 DONOHUE CANDY & TOB., INC. <DIRECT>
TEMPLATE : 800430 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162302	162320	177035	HARTFORD IGA	ROUTE 40	HARTFORD	NY	12838			2	1	3		
162304	162321	392637	GETTY MART	1324 SARATOGA RD	BALLSTON SP	NY	12020	2	1	2	1	6		
162304	162321	699172	ZZ PETROLEUM, INC.	2429 STATE ROUTE	BALLSTON SP	NY	12020	3	2	3		8		
162305	162322	579471	N&H GROCERY	218 LARK ST	ALBANY	NY	12210				1	1		
162306		634314	HAMADA MART INC.	95 CONGRESS STREE	TROY	NY	12180			1		1		
162306	162325	634335	STAR MARKET	2300 15TH STREET	TROY	NY	12180	1				1		
162306	162326	686763	GM PETROLEUM	RT 9 & 20	EAST GREENB	NY	12061	1	1	1		3		
			PAGE BREAK TOTAL ACCOUNTS	7	TOTAL QUANTITY			7	4	9	3	23		
			TEMPLATE TOTAL ACCOUNTS	7	TOTAL QUANTITY			7	4	9	3	23		

MAY DISTRIBUTION
5/4/98

51845 7698

Source: https://www.industrydocuments.ucsf.edu/docs/lrmy0000

WHOLESALER : 160600 DONOHUE CANDY & TOB., INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162302	162320	177035	HARTFORD IGA	ROUTE 40	HARTFORD	NY	12838			2	1	3		
162304	162321	392637	GETTY MART	1324 SARATOGA RD	BALLSTON SP	NY	12020	2	1	2	1	6		
162304	162321	699172	ZZ PETROLEUM, INC.	2429 STATE ROUTE	BALLSTON SP	NY	12020	3	2	3		8		
162305	162322	579471	N&H GROCERY	218 LARK ST	ALBANY	NY	12210				1	1		
162306		634314	HAMADA MART INC.	95 CONGRESS STREE	TROY	NY	12180			1		1		
162306	162325	634335	STAR MARKET	2300 15TH STREET	TROY	NY	12180	1				1		
162306	162326	686763	GM PETROLEUM	RT 9 & 20	EAST GREENB	NY	12061	1	1	1		3		
			PAGE BREAK TOTAL ACCOUNTS	7	TOTAL QUANTITY			7	4	9	3	23		
			TEMPLATE TOTAL ACCOUNTS	7	TOTAL QUANTITY			7	4	9	3	23		

JUNE DISTRIBUTION
6/8/98

51845 7699

Source: https://www.industrydocuments.ucsf.edu/docs/lrmy0000